

# CALL VOLUME BY ETHNICITY

**\*\*Shaded areas indicate month prior and month after Asian Media Buy and are not reflected in end TOTAL column.**

**2000**

	April	May	June	July	August	September	%	TOTAL
Chinese	11	25	23	7			65%	48
Vietnamese	10	8	9	7			23%	17
Korean	2	3	6	4			12%	9
<b>TOTAL</b>	<b>23</b>	<b>36</b>	<b>38</b>	<b>18</b>				<b>74</b>
%		31%	33%					

**2001**

	April	May	June	July	August	September	%	TOTAL
Chinese	17	51	322	77			50%	373
Vietnamese	9	25	122	32			20%	147
Korean	11	67	152	55			30%	219
<b>TOTAL</b>	<b>37</b>	<b>143</b>	<b>596</b>	<b>164</b>				<b>739</b>
%		15%	63%					

**2002**

	April	May	June	July	August	September	%	TOTAL
Chinese			45	199	134	49	47%	333
* % Mandarin			64%	68%	70%	65%		68%
* % Cantonese			36%	32%	30%	35%		32%
Vietnamese			20	93	74	40	23%	167
Korean			63	138	75	27	30%	213
<b>TOTAL</b>			<b>128</b>	<b>430</b>	<b>283</b>	<b>116</b>		<b>713</b>
%				45%	30%			

**2003**

	April	May	June	July	August	September	%	TOTAL
Chinese	52	93	163	166	159	77	49%	581
% Mandarin	65%	58%	69%	74%	74%	82%		70%
% Cantonese	35%	42%	31%	26%	26%	18%		30%
Vietnamese	14	59	61	36	35	43	16%	191
Korean	11	55	212	92	64	25	32%	386
<b>TOTAL</b>	<b>77</b>	<b>207</b>	<b>436</b>	<b>294</b>	<b>258</b>	<b>145</b>		<b>1195</b>
%		17%	36%	25%	22%			
* Among those reporting as primary language.								

**Census 2000 Information for Asian Population in California**

	In CA	% of total
Chinese	980,642	55%
Vietnamese	447,032	20%
Korean	345,882	25%
<b>Total Population</b>	<b>1,773,556</b>	

VS.

**2003 Call Volume At A Glance**

	Calls	% of total
Chinese	581	49%
Vietnamese	191	16%
Korean	386	32%
<b>Total</b>	<b>1195</b>	

\*\*Shading indicates KAGRO Active Month vs.  
Non-KAGRO month comparison.

**KAGRO Promotion Comparison**

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**2002 (No KAGRO Promotion)**

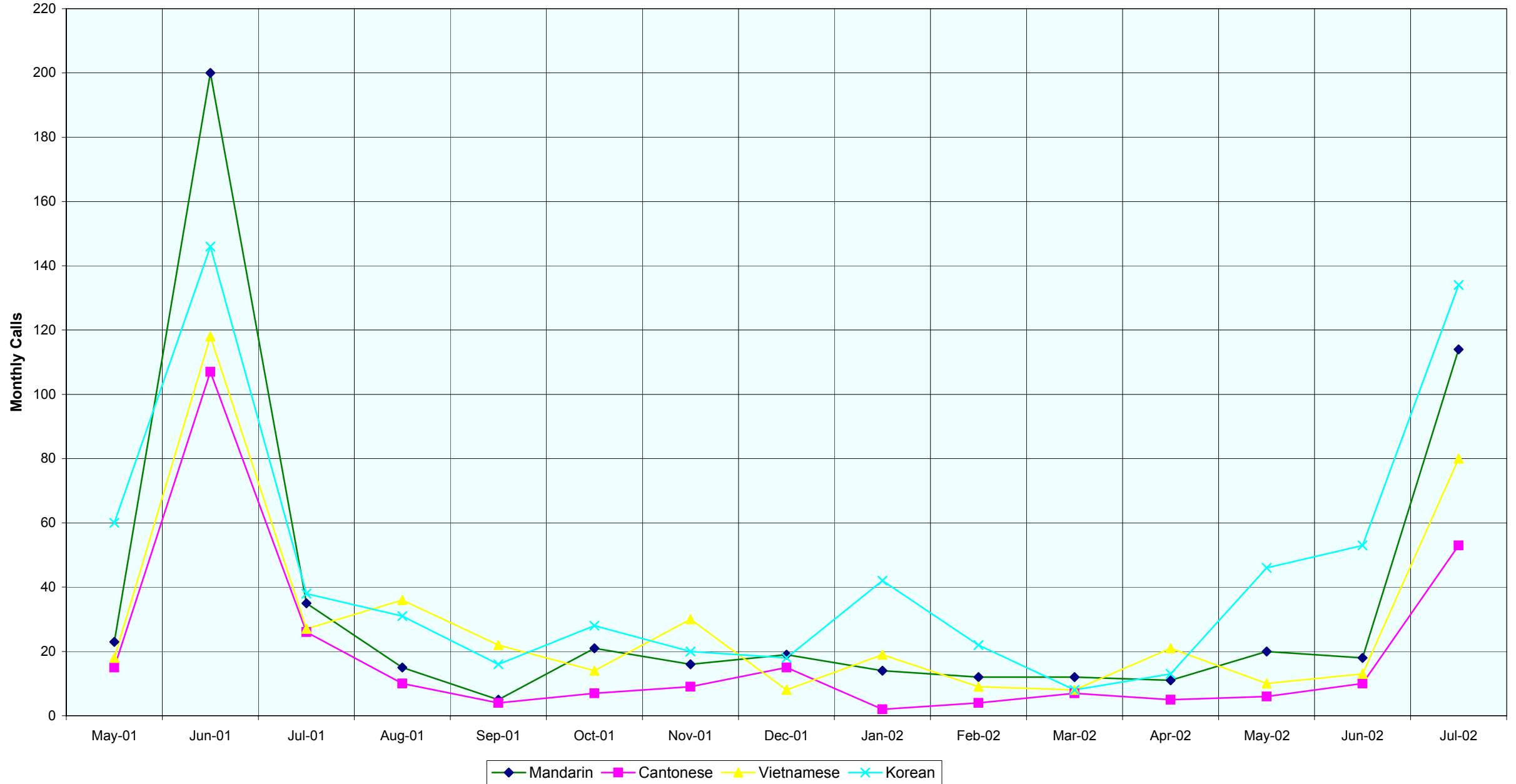
		<b>Mo.1 June</b>	<b>Mo.2 July</b>	<b>Mo.3 Aug</b>	<b>Mo.4 Sept</b>	<b>%</b>	<b>TOTAL</b>
Korean Calls Overall		63	138	75	27	32%	303
#Calls From Los Angeles		39	54	41	8		142
% of Los Angeles Calls		62%	40%	55%	30%		47%

**2003 (With KAGRO Promotion)**

		<b>Mo.1 May</b>	<b>Mo.2 June*</b>	<b>Mo.3 July</b>	<b>Mo.4 Aug</b>		<b>TOTAL</b>
Korean Calls Overall		55	212	92	64	32%	386
#Calls From Los Angeles		18	122	44	27		211
% of Los Angeles Calls		33%	58%	48%	42%		56%

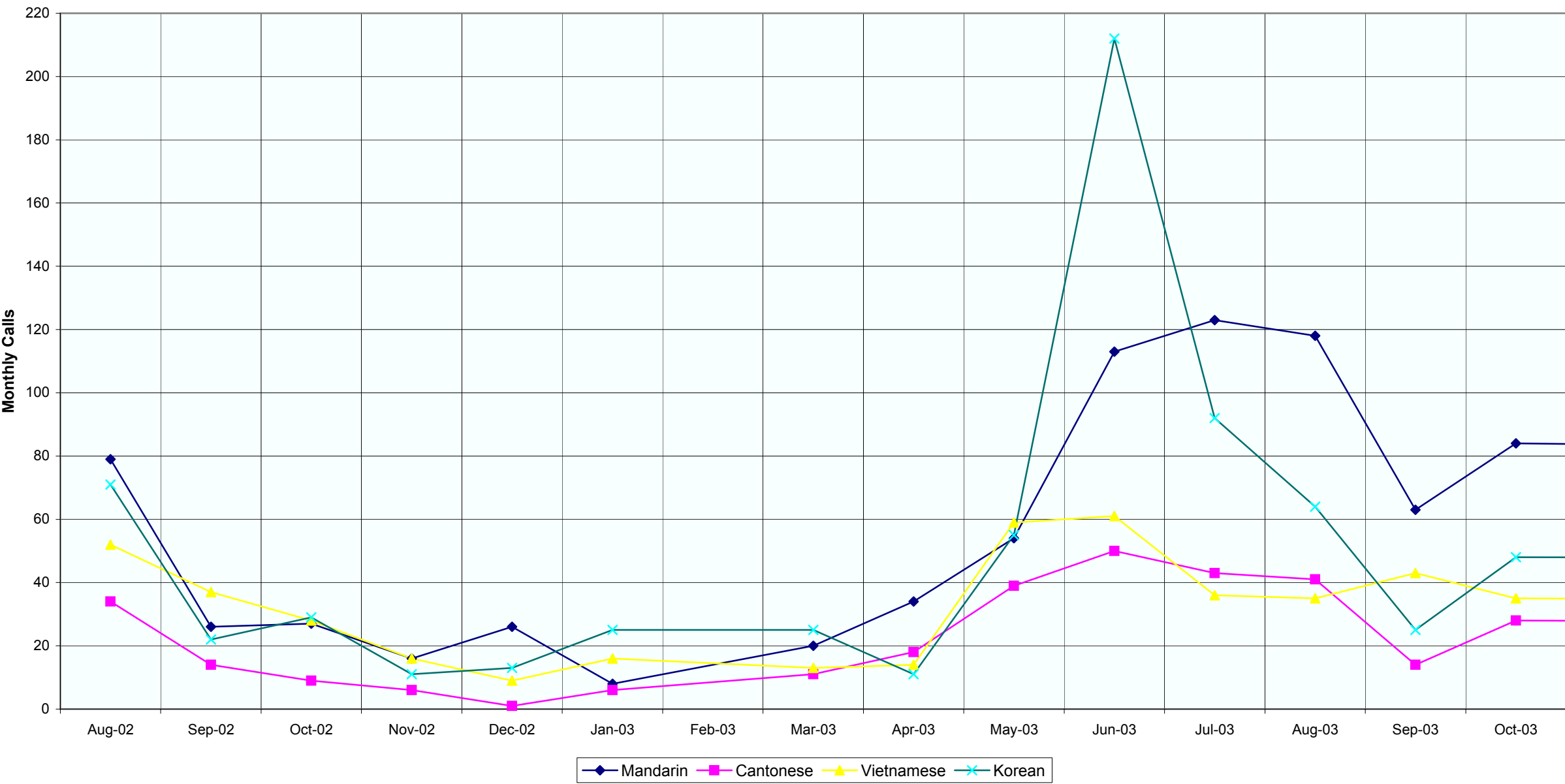
\*\* Special KAGRO promotion June 16-27, in Los Angeles

**NCCC ASIAN LANGUAGE CALLS- BY MONTH**  
**May 1, 2001 -- July 31, 2002**



Data Source: Call data received from Northern California Cancer Center 2/24/04. Prepared by Department of Health Services, Cancer Control Branch, Cancer Detection, Evaluation and Research Unit, 2/26/04 LW.

**NCCC ASIAN LANGUAGE CALLS - BY MONTH**  
**August 1, 2002 -- October 31, 2003**



Data Source: Call data received from Northern California Cancer Center 2/24/04. Prepared by Department of Health Services, Cancer Control Branch, Cancer Detection Section, Evaluation and Research Unit, 2/26/04 LW.

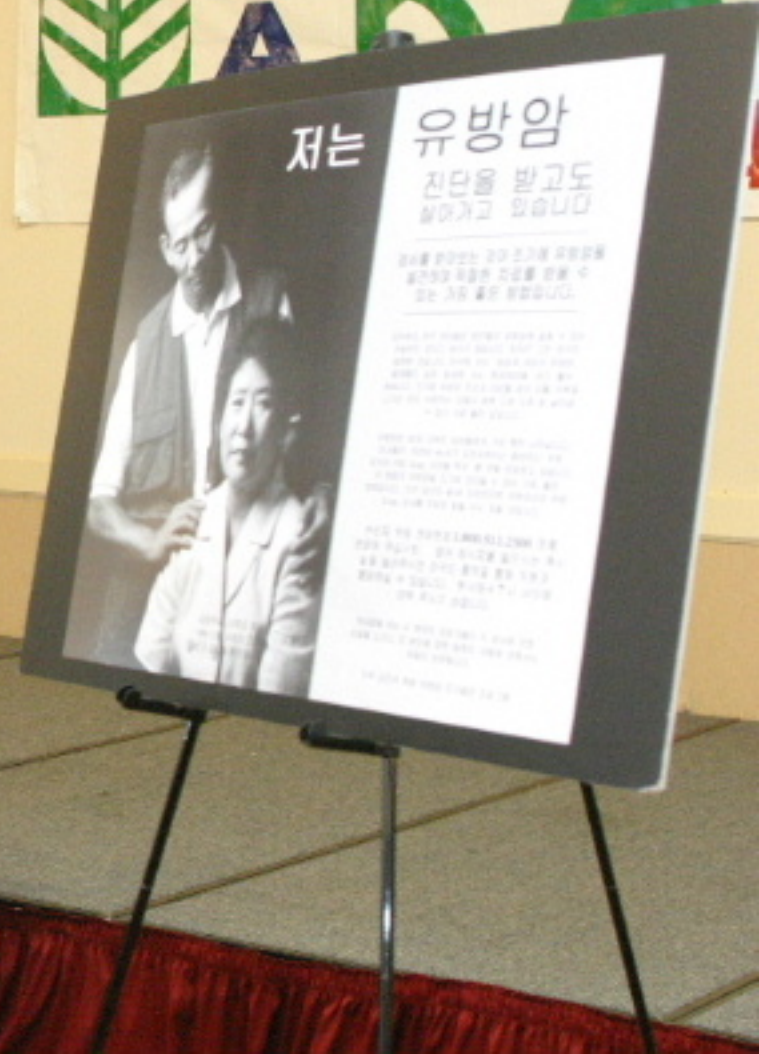
LA KAGI  
"모이자 자 나가자"

Mr. David Kim, President, National  
Korean Grocer's Association





Dr. Daniel Lee, Medical Director, The Korean Health, Education, Information and Research (KHEIR) Center, Los Angeles





# LAKKAGR

"모이자 뭉치자 나가자"



Representative from JayOne Foods,  
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